

Social Media Monitoring as a Strategy for Online Reputation Management in Zimbabwe's Life Assurance Industry

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Abstract

This research investigates the impact of social media monitoring on Online Reputation Management (ORM) within Zimbabwe's life assurance industry. Employing a mixed-methods approach, data was collected through questionnaires from 464 participants, yielding a response rate of 92.8%. Ethical considerations were meticulously addressed, with informed consent and confidentiality safeguards. Data analysis involved organizational and statistical techniques, including Structural Equation Modeling (SEM) for theoretical exploration. Descriptive statistics unveiled demographic insights and patterns in social media platform usage. Internal consistency assessments, Exploratory Factor Analysis (EFA), and Principal Component Analysis (PCA) informed the refinement of research instruments. The SEM analysis established significant relationships and moderation effects, providing empirical support for several hypotheses. Findings indicate that employees' attitudes toward social media monitoring positively influence ORM, while perceived behavioural control exhibits a non-significant impact. Intriguingly, management commitment, though positively related to ORM, moderates the relationship with a negative effect. The study contributes to the understanding of ORM determinants, emphasizing the need for nuanced strategies considering both individual and organizational factors. The recommendations underscore the importance of management commitment and employee training for effective social media utilization. Future research avenues include exploring training interventions, delving into the dynamics of perceived behavioural control, and investigating emerging social media platforms' impact on ORM.

Keywords: online reputation management; technology adoption; life assurance; social media